

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of illuminating an active matrix electroluminescent display device comprising an array of display pixels arranged in rows and columns, the method comprising, at any point in time, illuminating a plurality of rows of pixels, the plurality of illuminated rows of pixels defining at least two visible-displayed bands of illuminated rows of pixels separated by a non-illuminated band, the at least two visible-displayed bands of illuminated rows of pixels scrolling in the column direction over time such that at least two visible-displayed bands of illuminated rows of pixels change horizontal position from one time to a next time, and wherein at most 75% of the illuminated rows are illuminated at any point in time.

2. (Currently amended) The method as claimed in claim 1, wherein each visible-displayed band of illuminated rows of pixels comprises a plurality of adjacent rows of pixels.

3. (Currently amended) The method as claimed in claim 1, wherein image data for different frames of the image to be displayed are displayed in the different ~~visible—displayed~~ bands of illuminated rows of pixels.

4. (Currently amended) The method as claimed in claim 1, wherein each ~~visible—displayed~~ band of illuminated rows of pixels comprises a plurality of sequential alternate rows of pixels.

5. (Currently amended) The method as claimed in claim 4, wherein one ~~visible—displayed~~ band of illuminated rows comprises only odd rows and another ~~visible—displayed~~ band of illuminated rows comprises only even rows.

6. (Previously presented) The method as claimed in claim 1, wherein at most 50% of the rows are illuminated at any point in time.

7. (Previously presented) The method as claimed in claim 6, wherein at most 30% of the rows are illuminated at any point in

time.

8. (Currently amended) An active matrix electroluminescent display device comprising an array of display pixels arranged in rows and columns, and row driver circuitry for illuminating a plurality of rows of pixels simultaneously, the plurality of illuminated rows defining at least two ~~visible-displayed~~ bands of illuminated rows of pixels separated by non-illuminated bands, wherein the row driver circuitry comprises means for illuminating each row for at most 75% of the frame period, such that the illuminated rows of pixels define at least two ~~visible-displayed~~ bands of illuminated rows of pixels which scroll in the column direction over time such that at least two ~~visible-displayed~~ bands of illuminated rows of pixels change horizontal position from one time to a next time.

9. (Previously presented) The device as claimed in claim 8, further comprising a frame buffer for storing image data.

10. (Previously presented) The device as claimed in claim 9, wherein the frame buffer stores an amount of data corresponding to

a single frame of image data.

11. (Previously presented) The device as claimed in claim 10, wherein data is written into the frame buffer progressively frame by frame in sequence, such the frame buffer stores partial data for two adjacent frames, and wherein data is read out from the frame buffer at two locations simultaneously.

12. (Previously presented) The device as claimed in claim 11, wherein the two locations contain data from different adjacent frames of image data.